

**FACTOR AFFECTING CUSTOMER LOYALTY
TOWARD ORGANIZING AN EVENT AT MELAKA
STADIUM CORPORATION**

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of the Requirement for the
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UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

"DECLARATION OF ORIGINAL WORK"

I, Nurul Hidayah Binti Jamaludin, (I/C Number: 850913-14-5820)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: 

Date: 2 MAY 2008

LETTER OF SUBMISSION

28 April 2008

The Head of Program
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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper entitled "FACTOR AFFECTING CUSTOMER LOYALTY TOWARD ORGANIZING AN EVENT AT MELAKA STADIUM CORPORATION" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely



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ABSTRACT

Malacca Stadium Corporation was established with the main objectives of marketing the Sport Event and offers other services for local and international. Its main function is to provide goods and quality services to enhance their customers' satisfaction with their company's motto which is "Your Satisfaction is Our Priority".

The main objective of this research is to study on "Factor Affecting Customer Loyalty Toward Organizing An Event At Melaka Stadium Corporation". Further, it is to know whether customers' are loyal or not with the services offered by Malacca Stadium Corporation.

For the purpose of this research, the descriptive and causal research was used, 55 questionnaires were distributed to customers of Malacca Stadium Corporation services, but only 50 questionnaires were managed to be collected using Non-probability Sampling Technique. Questionnaires were distributed as the survey instrument as the source of primary data, other reliable resources would serve as secondary data.

This research found that respondents are still not aware with the services offered by Malacca Stadium Corporation. They need more promotion on the services that offered by Malacca Stadium Corporation in order to make customer aware with the company's services as compete with others company and to increase the public awareness towards their quality services.